



KING COUNTY
COMMUNICATION SPECIALIST II - TLT
DEPARTMENT OF NATURAL RESOURCES AND PARKS
PARKS AND RECREATION DIVISION
Hourly Salary Range \$24.58 - \$31.15
Job Announcement: 06PB5796
OPEN: 1/20/06 CLOSE: Open Until Filled

WHO MAY APPLY: This term-limited temporary fully benefited position is open to all qualified candidates. This position may last approximately 12 months.

WHERE TO APPLY: Required forms and materials **must** be sent to: **Parks Human Resources, Attn: Communication Specialist II Recruitment, P.O. Box 3517, Redmond WA 98073 or fax to 206-296-8686 (we are not responsible for incomplete fax transmissions).** Contact Patty Birkenfeld at 206-296-4273. **PLEASE NOTE: Applications** not received at the location specified above may not be processed.

FORMS AND MATERIALS REQUIRED: (a) [King County Application](#); (b) resume; and (c) a letter of interest detailing how you meet or exceed the required experience of the position and how your experience relates to the primary job functions and desired qualifications.

WORK LOCATION: King Street Center Bldg., 201 South Jackson St, Suite 700, Seattle, WA 98104

WORK SCHEDULE: This position is overtime eligible and works a 40-hour workweek - Monday through Friday. Hours may be adjusted to cover events, seasonal programs or other services as needed.

PRIMARY JOB FUNCTIONS: Web Marketing & Outreach Specialist to support project staff, fundraising staff, and management team to implement seamless collateral and content that reflects the creative and inventive nature of the Parks and Recreation Division.

1. Web writer and content developer for online projects including but not limited to: Parks rental information, event planning/facilities sites, e-commerce, e-newsletter, viral marketing initiatives etc. Assist with integrating other Parks projects and facilities into user- friendly Web content. Work with Parks creative team to implement consistent and familiar message to customers.
2. Provide support for event launches and new business ideas; coordinate events with field staff and public affairs consultants. Create flyers, mailings, brochures, event web pages, media and event visuals.
3. Assist with identifying communication needs and issues for division. Support creation of advertising materials, viral marketing tactics, develop creative advertising plan, ad buys and market analysis for the King County Fair and other large events.
4. Participate in the formulation of communication plans and strategies. Integrate strategies, graphics and content for communicating business plan message to a broad audience.

5. Train Parks field and recreation staff on basic web updates, small marketing project implementation.
6. Coordinate with *Partnership for Parks* team to assist with special projects as needed.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES: Must excel at writing for the Web, event management, project management; demonstrated experience in fundraising, graphic design and development of advertising creative concepts strongly preferred.

- Advanced knowledge of graphic design and development of advertising concepts
- Demonstrated experience writing for the Web and creating Web sites
- Experience with Adobe GoLive / Dreamweaver, Adobe InDesign / Pagemaker, Adobe Illustrator, Adobe Photoshop & HTML
- Demonstrated experience in project management and/or fundraising
- Strong written communication/presentation skills, including the ability to make clear and effective presentations
- Strong communication skills, including the ability to work with people of diverse backgrounds including staff throughout the division, representatives from other County divisions, other financial professionals, legislative staff, and senior executive staff
- Skill in effectively working in a political environment
- Skill in working both independently and in a team environment

NECESSARY SPECIAL REQUIREMENTS: Valid Washington State Driver's License or the ability to travel to downtown Seattle. Final candidates must pass a pre-employment background investigation.